BRITISH COLUMBIA
The Best Place on Earth

BCStats

Infoline

Contact: bcstats.infoline@gov.bc.ca *Issue: 11-13* *April 1, 2011*

- **Food service and drinking places receipts slip 0.2% in January**
- **Visitor entries to BC edge 0.4% lower in January**
- **Economic activity in Canada advances 0.5% in January**

The Economy

- **Revenues generated in British Columbia's food service and drinking places industry dipped 0.2% (seasonally adjusted) in January.** Nationally, industry receipts were down 0.5%, with Ontario (-1.7%) being responsible for much of the decline. Gains were made in Nova Scotia (+1.1%), Saskatchewan (+0.8%) and Quebec (+0.6%). *Data Source: Statistics Canada*

- **International travel to Canada via British Columbia edged down 0.4% (*seasonally adjusted*) in January.** Despite a notable increase in the volume of same-day traffic (+3.0%), total entries from the US slipped 0.8% as there was a significant drop (-2.5%) in the number of overnight stays.

  Travel from overseas locations inched ahead 0.7%, driven by a larger number of visitors from both Asia (+1.4%) and Europe (+1.0%). The increase in European arrivals was the first after four straight monthly declines. Entries from other overseas locations were down 1.4% in January.

  Total international travel to Canada fell 1.0% in January, mainly the result of a decline in the number of US entries (-1.7%). Newfoundland & Labrador registered a double-digit drop (-16.1%) in entries. Manitoba (-2.8%), Ontario (-1.9%), New Brunswick (-1.8%) and British Columbia (-0.4%) all posted fewer entries. *Data Source: Statistics Canada*

- **Compared to the previous year, lumber production by sawmills in British Columbia rose 9.9% in January.** Coastal mills posted a 42.4% jump in production, while mills in the province's Interior recorded a 6.6% rise in output. Nationally, lumber production climbed 9.6%, with Ontario (+36.2%), Alberta (+24.1%) and Saskatchewan (+16.2%) all posting double-digit gains.

  Data Source: Statistics Canada

Women and the Criminal Justice System

- **In 2009, women accounted for half of all victims of violent crime, reporting 1.6 million incidents of violent crime.** The most common offense reported was common assault, accounting for nearly half of all police-reported violent crime against women.

  Data Source: SC Cat. no. 89-503-X

- **Approximately one-quarter (23%) of police-reported Criminal Code violations in Canada were committed by females in 2009.** Females under the age of 18 were responsible for just over one-quarter (28%) of total youth criminal accusations, while just over one-fifth (22%) of adult accused were women.

  The most common offences for which females were accused included theft under $5,000, assault level 1 and violations to the administration of justice (e.g. breach of probation, failure to appear in court, etc.). Similar to trends in victimisation, females were most likely to commit acts of violence against their spouse or partner. Nearly half (46%) of victims of violent crimes perpetrated by females were their spouses or other intimate relations, followed by acquaintances (29%), strangers (14%) or other family members (12%).

  Data Source: SC Cat. no. 89-503-X

- **Women have long dominated employment in paralegal and related occupations, representing 87% of all paralegals employed in**

Report **Tourism Indicators 2010: The Year in Review**

Did you know...

Half (50%) of British Columbians participated in Earth Hour,
down from 52% in 2010 and significantly lower than the 62% who participated in 2009.

Data Source: Ipsos Canada

2009, up from 76% in 1991. Other justice-related professions, however, have also seen considerable growth in the proportion occupied by women. In 1991, women made up just 14% of judges in Canada, a share that had nearly doubled (25%) by 2006. Over the same period, the proportion of female lawyers and notaries expanded from 27% in 1991 to 39% in 2006. While representation of women as police officers remains significantly lower than in other justice-related fields, it too has registered solid growth over the past two decades, increasing from just 7% in 1991 to 18% in 2006.

Data Source: SC Cat. no. 89-503-X

Apprenticeship Programs

- **The number of Canadians who registered in an apprenticeship program more than doubled (+119.5%) from 163,000 to 359,000 between 1995 and 2007.** Despite this increase, however, the proportion of registrants that completed their program to become journeymen in their trade had actually fallen from 11% to just 7% over the same period.

Those who were divorced or single were less likely to complete their training compared to married registrants. Aboriginals and those belonging to a visible minority were less likely than other Canadians to complete an apprenticeship program.

Apprentices from Newfoundland and Labrador and the Territories were less likely to finish a program, while those from BC, Alberta, Saskatchewan, Manitoba and PEI were more likely to complete their training. The likelihood of completion in Nova Scotia and New Brunswick was not significantly different from Ontario.[1] *Data Source: SC Cat. no. 11F0019M*

Tourism

- **Canada's tourism real gross domestic product (GDP) expanded 0.3% (*seasonally adjusted*) in the fourth quarter of 2010, marking the sixth straight advance in tourism GDP.** While value added in transportation weakened significantly (−1.0%), industries such as food & beverage (+1.2%), accommodation (+0.6%) and other tourism services (+0.9%) all posted gains.

Data Source: Statistics Canada

- **Real expenditures made by tourists in Canada rose 0.3% (*seasonally adjusted*) during the fourth quarter of 2010.** This increase was driven by higher spending by Canadians at home (+0.4%), which more than offset a drop (−0.2%) in outlays by non-resident travellers.

Increased levels of spending on accommodation (+0.9%), food & beverage services (+0.8%) and other (non-tourism) commodities (+1.5%) all contributed to the boost in domestic tourism spending. Foreign travellers' expenditures edged slightly lower, primarily driven by a drop in outlays on air fares (−0.8%) and other (non-tourism) commodities (−2.2%). *Data Source: Statistics Canada*

The Nation

- **National real gross domestic product (GDP) continued to expand, advancing 0.5% in January.** Much of the economic growth was focused in the manufacturing sector, where GDP climbed 2.8% with the fabricated metal and motor vehicle industries leading the way. Increased rail and truck transportation services helped boost transportation sector GDP 1.2%. Mining and oil & gas extraction (−0.5%) and retail trade (−0.1%), however, were weaker in January. *Data Source: Statistics Canada*

Infoline Issue: 11-13
April 1, 2011

[1] Data for Quebec was unavailable.

Infoline Report

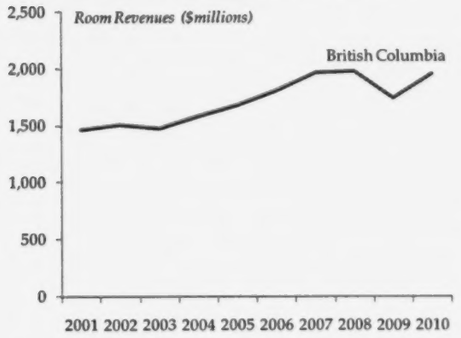
Contact: Chad Stroomer
250-387-0377
chad.stroomer@gov.bc.ca
Originally published in *Business Indicators*, March 2010

Tourism Indicators 2010: The year in Review

Room Revenues[1]

Following a sharp contraction in 2009 (-11.8%), total room revenues in British Columbia surged ahead 12.0% in 2010. However, gains made during 2010 were not distributed uniformly across the province's development regions with a mixed bag of growth rates, some showing a strong rebound, others demonstrating modest expansion and a few showing continued weakness.

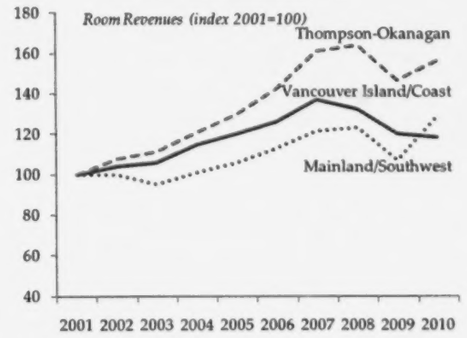
Room revenues rebounded 12.0% between 2009 and 2010



Data Source: BC Stats

For three of the province's development regions, recovery from the previous year's decline was in full swing. In Mainland/Southwest, receipts jumped by one-fifth (+20.0%) in 2010, and both Northeast (+13.3%) and North Coast (+12.3%) also registered strong double-digit gains. Meanwhile, Thompson-Okanagan (+6.5%), Nechako (+5.2%) and Cariboo (+3.7%) all recorded more modest growth in room revenues, recovering at least a portion of the ground lost during the recession in 2009. However, accommodation operators in Kootenay (-3.3%) and Vancouver Island/Coast (−1.0%) saw revenues slide for a third consecutive year.

In 2010, revenues shot higher in Mainland/Southwest, but continued to weaken in Vancouver Island/Coast



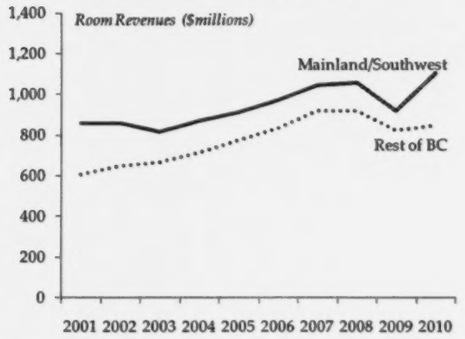
Data Source: BC Stats

Given its role as the population, economic and cultural hub of province, the Mainland/Southwest development region is the major centre for British Columbia's accommodation industry. Over the past decade, Mainland/Southwest has accounted for just over one-half (55%) of all provincial room revenues, a share more than three times bigger than that of the next largest contributing region, Vancouver Island/Coast.

[1] References to 2010 data are based on the "A look ahead" section of the Tourism Sector Monitor (TSM). These data are considered to be preliminary. Final estimates for 2010 will be available in an upcoming edition of the TSM.

BC Stats, Box 9410 Stn Prov Govt, Victoria, BC V8W 9V1
Tel: (250) 387-0327 Fax: (250) 387-0380 Web: www.bcstats.gov.bc.ca E-mail: bcstats.infoline@gov.bc.ca

While revenues soared 20.0% in Mainland/Southwest in 2010, the increase in the rest of the province was just 3.1%



Data Source: BC Stats

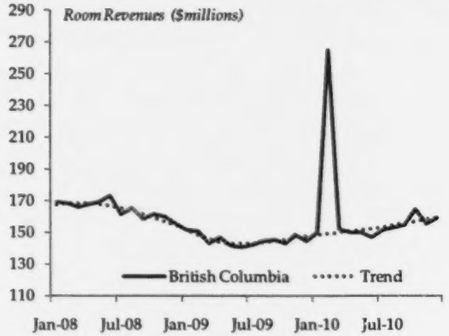
For 2010, the lion's share of the increase was attributable to the surge in room revenues in Mainland/Southwest. Much of the significant rise in revenues earned in Mainland/Southwest was generated in February and therefore associated with the increased demand for accommodation services during the Winter Olympics.

The Olympic Effect on Room Revenues

It is not possible to precisely measure the extent to which the Olympics affected room revenues in 2010. However, trend analysis can be used to "smooth out" the jump in revenues that occurred in February.

Based on this analysis, provincial room revenues would have increased a more modest 5.6%, meaning that roughly half of the growth posted for 2010 was due to the increased revenues generated as a result of hosting the Olympics. In Mainland/Southwest, the region where the Olympics were held, based on the same trend analysis, room revenue growth would have been 7.4%, a significant advance to be sure, but considerably lower than the 20.0% expansion realised as a result of the sharp increase measured in February 2010.

The Olympics held in February 2010 had an enormous effect on room revenues for that year

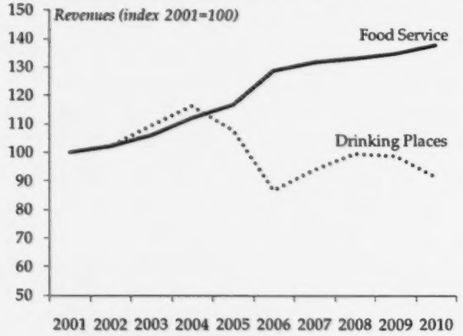


Data Source: BC Stats

Food Service & Drinking Places Revenues

Revenues generated in British Columbia's food service and drinking places industry inched ahead (+1.5%) in 2010. Most (92%) of this industry's revenues were earned by the different food service establishments, which saw receipts rise 2.3%. Drinking places, on the other hand, experienced a considerable drop in revenues (−7.4%).

Food service revenues increased 2.3% as drinking places receipts drop 7.4% in 2010

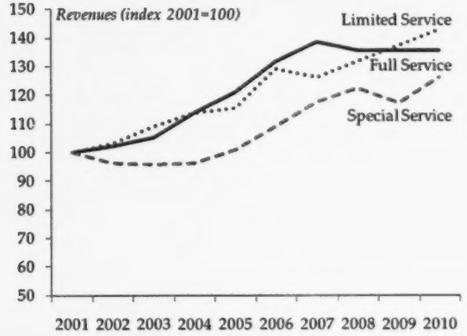


Data Source: Statistics Canada & BC Stats

BC Stats, Box 9410 Stn Prov Govt, Victoria, BC V8W 9V1
Tel: (250) 387-0327 Fax: (250) 387-0380 Web: www.bcstats.gov.bc.ca E-mail: bcstats.infoline@gov.bc.ca

While overall revenues earned by the province's food service industry were higher in 2010, the various establishment types posted very different levels of revenue growth compared to the previous year. For instance, establishments offering special food services (including food service contractors, caterers and mobile food vendors) registered the largest annual increase in receipts, advancing 7.4% in 2010. Limited service establishments (including fast food restaurants, cafeterias and food bars) posted a 4.3% gain, while revenues earned at full-service restaurants remained virtually unchanged in 2010.

Special and limited service establishments saw revenues advance in 2010, while full service restaurants' receipts remained unchanged

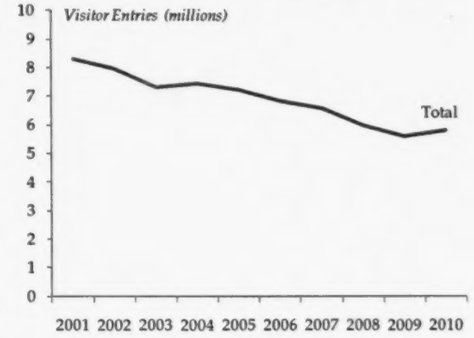


Data Source: Statistics Canada & BC Stats

Visitor Entries

In 2010, the number of international travellers entering Canada via British Columbia increased (+3.5%) for the first time since 2004. From 2001 to 2009, the volume of visitor entries from the US and overseas had dropped by approximately one-third (-32.5%) as many factors, both economic and geo-political, convinced many travellers, particularly those from the United States, to remain at home.

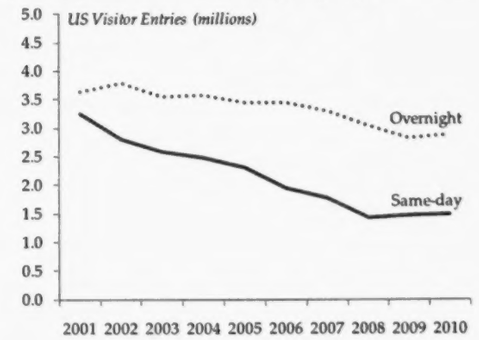
Visitor entries via BC rose for the first time in six years, increasing 3.5% in 2010



Data Source: Statistics Canada & BC Stats

Most of the decline in visitor entries over the last decade can be attributed to a drop in the number of travellers arriving in BC from the United States. Between 2001 and 2009, US entries dropped by more than one-third (−37.7%) with overnight stays sliding back nearly one-quarter (−22.2%) and same-day visits falling by more than one-half (−55.0%). In 2010, however, the number of American travellers arriving in British Columbia inched ahead 1.8% with slight increases in both same-day (+1.7%) and overnight (+1.9%) trips.

Same-day and overnight stays both increased, pushing total US entries slightly higher in 2010



Data Source: Statistics Canada & BC Stats

BC Stats, Box 9410 Stn Prov Govt, Victoria, BC V8W 9V1
Tel: (250) 387-0327 Fax: (250) 387-0380 Web: www.bcstats.gov.bc.ca E-mail: bcstats.infoline@gov.bc.ca

After contracting sharply in 2009 (–13.2%), visitor entries from the rest of North America and overseas (Europe, Asia, Oceania, Africa and South America) leaped ahead 9.1% in 2010. Much of this increase can be credited to a jump (+10.4%) in the number of people visiting from Asian countries after four straight annual declines. South Korean (+23.6%), Chinese (+17.5%) and Japanese (+11.8%) travellers all arrived in much higher numbers compared to the previous year.

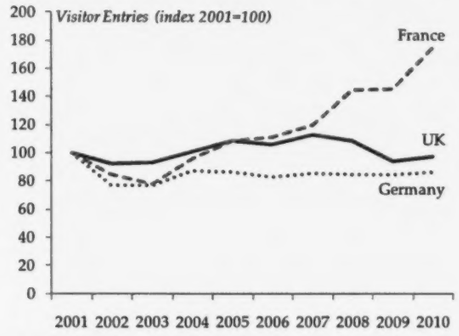
The number of visits from Japan, China and South Korea all rose sharply in 2010

Data Source: Statistics Canada & BC Stats

The number of visits from Hong Kong inched ahead (+1.0%) in 2010, while entries from Taiwan continued to sink (–7.2%) for a sixth consecutive year.

While not quite as numerous as Asian travellers, the volume of European entries to BC also swung higher (+8.7%) in 2010 after a sharp drop in 2009. Historically, European entries are mainly driven by travel from the United Kingdom. On average, between 2001 to 2010, nearly half (47%) of all travel to BC from Europe was from the UK. In 2010, travel from the UK increased 3.6% following a substantial drop (–12.9%) a year earlier. Entries from France jumped by roughly one-fifth (+19.9%), while the number of German arrivals was only slightly higher (+2.8%).

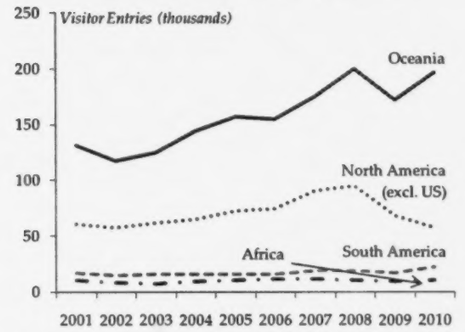
In 2010, entries from France rose 19.9%, while UK and German visits had modest increases



Data Source: Statistics Canada & BC Stats

Just 5% of total international travel to Canada via British Columbia comes from countries outside the US, Asia and Europe. Oceania (Australia, New Zealand and the South Pacific) accounts for over two-thirds of these travellers, with the largest proportion coming from Australia. Compared to the previous year, travel from Oceania rose 14.1% in 2010, largely due to a 14.8% increase in the number of Australian visits. Non-US entries from North America (including Mexico, Central America and the Caribbean) continued to slide for a second consecutive year (–15.7%), mainly due to a drop in the number of arrivals from Mexico (–18.4%). International travel from South America increased 29.6%, while African visits rose 8.7%.

Entries from Oceania increased 14.1% in 2010, while non-US arrivals from North America continued its sharp decline



Data Source: Statistics Canada & BC Stats

Transportation

Passenger traffic at Vancouver International Airport rebounded (+3.7%) in 2010 following a significant drop (–9.4%) in volume posted for 2009. While the number of domestic passengers rose slightly (+1.2%), most of the increase in traffic at YVR was due to a jump (+6.6%) in the number of international travellers. Compared to one year earlier, passenger counts from the US (+7.4%) and overseas (+5.8%) were both markedly higher in 2010.

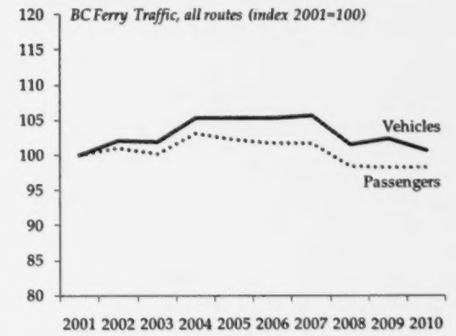
At Victoria International Airport, the total number of arrivals and departures dipped for a second consecutive year, slipping 1.2% in 2010.

In 2010, both domestic and international traffic rose after suffering slowdowns a year earlier

Data Source: Vancouver Airport Authority

The number of passengers travelling on BC Ferries remained virtually unchanged in 2010, marking the sixth straight year where passenger volume failed to grow. Vehicle counts slipped 1.6% between 2009 and 2010.

Passenger counts at BC Ferries remained unchanged, while vehicle traffic dipped in 2010



Data Source: Vancouver Airport Authority

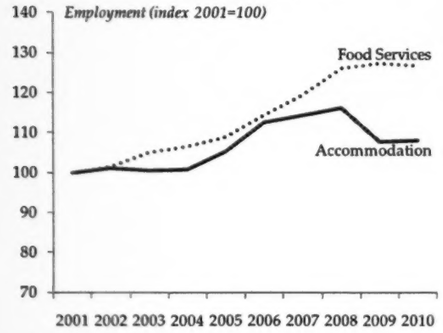
Employment[2][3]

Employment in some of the industries closely associated with the tourism industry was generally weaker between 2009 and 2010.

The number of jobs in the food-service industry dipped 0.5% in 2010, the first decline in employment registered by the food services industry since 1994.

In 2009, employment in the accommodation industry dropped sharply (−7.3%), rolling back the number of jobs in accommodation to 2005 levels. With the arrival of 2010, however, employment in accommodation inched ahead (+0.2%).

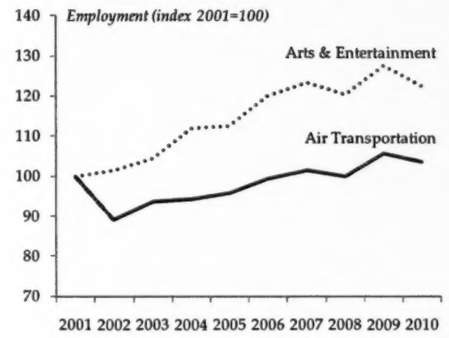
Employment in the accommodation inched higher as the number of jobs in the food services edged lower in 2010



Data Source: Statistics Canada

Arts & entertainment (−4.1%) and air transportation (−1.8%) employment slumped in 2010 after both industries expanded employment in the previous year.

The air transportation and arts & entertainment industries shed part of their workforces in 2010



Data Source: Statistics Canada

[2] Employment figures in this section are based on the Survey of Employment, Payroll and Hours (SEPH), conducted by Statistics Canada. SEPH data are based on a census of administrative records for all establishments with employees. Due to the nature of this survey those who are self-employed are not included in the resulting SEPH generated statistics.

[3] These data refer only to employment in key tourism-related industries; BC Stats will release its employment figures based on tourism-related activities later in the year.

BC Stats, Box 9410 Stn Prov Govt, Victoria, BC V8W 9V1
Tel: (250) 387-0327 Fax: (250) 387-0380 Web: www.bcstats.gov.bc.ca E-mail: bcstats.infoline@gov.bc.ca

Infoline
Email transmission information service from BC Stats
also on the Internet at www.bcstats.gov.bc.ca or choose RSS

April 1, 2011
Issue 11–13

BC at a glance . . .

POPULATION (thousands)	Jan 1/2011	% change on one year ago
BC	4,554.1	1.2
Canada	34,278.4	1.1
GDP and INCOME (Released Nov 4)		
(BC - at market prices)	2009	% change on one year ago
Gross Domestic Product (GDP) *($ millions)*	191,006	-3.4
GDP *($ 2002 millions)*	161,851	-1.8
GDP *($ 2002 per Capita) (reflects revised pop)*	36,287	-3.5
Personal Disposable Income *($ 2002 per Capita)*	25,374	-1.9
TRADE ($ millions, seasonally adjusted)		% change on prev. month
Manufacturing Shipments - Jan 2011	3,157	3.2
Merchandise Exports - Jan 2011	2,676	1.2
Retail Sales - Jan 2011	4,776	-0.4
CONSUMER PRICE INDEX	% change on one year ago	12-month avg % change
(all items - Feb 2011)		
BC	1.8	1.6
Vancouver	1.8	1.9
Victoria	1.6	1.2
Canada	2.2	1.9
LABOUR FORCE (thousands)		
(seasonally adjusted)	Feb 2011	% change on prev. month
Jobs Created (-Lost) - BC	8.9	
Labour Force - BC	2,478.2	1.1
Employed - BC	2,260.5	0.4
Unemployed - BC	217.6	8.6
		Jan 2011
Unemployment Rate - BC *(percent)*	8.8	8.2
Unemployment Rate - Canada *(percent)*	7.8	7.8
INTEREST RATES (percent)	Mar 23/2011	Mar 24/2010
Prime Business Rate	3.00	2.25
Conventional Mortgages - 1 year	3.50	3.60
- 5 year	5.34	5.25
US-CANADA EXCHANGE RATE	Mar 23/2011	Mar 24/2010
(avg. noon spot rate) Cdn $ per US $	0.9821	1.0267
(closing rate) US $ per Cdn $	1.0197	0.9753
AVERAGE WEEKLY WAGE RATE		
(industrial aggregate - dollars)	Feb 2011	% change on one year ago
BC	828.91	2.0
Canada	832.58	2.3

SOURCES:
Population, Gross Domestic Product, Trade, Prices, Labour Force, Wage Rate } Statistics Canada
Interest Rates, Exchange Rates: Bank of Canada Weekly Financial Statistics
For latest Weekly Financial Statistics see www.bankofcanada.ca

BC Post-Secondary Student Outcomes - Trends in Employment

Every year, respondents to the Diploma, Associate Degree, and Certificate Student Outcomes (DACSO) Survey are asked a series of questions about their current employment. This paper looks at trends in employment characteristics between 1999 and 2009. The analysis uses data from approximately 6,100 to 8,200 employed former students from Applied programs per year and 750 to 1,600 employed former Arts and Sciences students per year. For more information on BC Student Outcomes, visit BC Student Outcomes

http://outcomes.bcstats.gov.bc.ca/Libraries/DACSO_Papers/Trends_in_Employment_pdf.pdf

BC Post-Secondary Student Outcomes – Without a Trace

The report, Without a Trace - An Examination of Former Post-Secondary Students Who Left the System Without a Credential and Did Not Return, is based on 5,036 completions of the Short Stay Early Leaver Student Outcomes Survey, conducted over the summer of 2009. Respondents from 24 B.C. public post-secondary institutions - research universities, teaching universities, colleges, and institutes - participated in the project. For more information on BC Student Outcomes, visit BC Student Outcomes

http://outcomes.bcstats.gov.bc.ca/Libraries/SSELSO/SSEL_report_Final_pdf.pdf

Sub-Provincial Population Estimates

2010 estimates of population for municipalities, regional districts and development regions are now available. Estimates for 2006 to 2009 have also been revised.

www.bcstats.gov.bc.ca/data/pop/pop/mun/CurrentPopulationEstimates.pdf

Released this week by BC Stats
- Quarterly Regional Statistics, 4th Quarter 2010
- Business Indicators, March 2011

Next week
- Tourism Sector Monitor, March 2011
- Labour Force Statistics, March 2011
- Earnings & Employment Trends, March 2011

BC Stats, Box 9410 Stn Prov Govt, Victoria, B.C. V8W 9V1
Tel: 250-387-0327 Fax: 250-387-0380 Web: www.bcstats.gov.bc.ca E-mail: BC.Stats@gov.bc.ca